

# Sweater Girl Society Magazine

Volume 2 - Issue 2  
Summer, 2018



**Alexis  
Smith**



**Alice  
Denham**



**Bonnie  
Logan**



**Bunny Yeager**

**Mari  
Blanchard**

**Also Inside...**

- "Sweater Girls: Then & Now" Documentary... Director Interview
- Sweater Girl Comics
- Sweater Girl Shoot with Tammy Reed

Sweater Girl Society  
Magazine



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# Sweater Girl Society Magazine

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# In This Issue...



**Mari Blanchard**



**Sweater Girl Shoot**



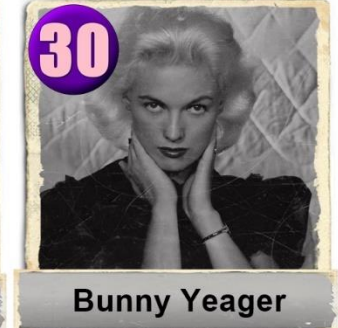
**Sweater Girls: Then & Now  
Director Interview**



**Alexis Smith**



**Alice Denham**



**Bunny Yeager**



**Bonnie Logan**



**Sweater Girl Comics**

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# Sweater Girl Shoot with Tamera Reed



**W**E HAVE MADE IT TO ISSUE #2!

*W*hat a great issue we have in store for you this time! In this issue, we have articles on Alexis Smith, Bunny Yeager, Alice Denham, and our featured sweater girl... Mari Blanchard.

Sweater Girl Society Magazine had a chance to sit down and interview Steve Cosmic, the Director of "Sweater Girls: Then and Now," a 2017 documentary about three modern day women who experience wearing bullet bras for the first time. Read the informative interview on page 3.

Also, in this issue is a great photo gallery on Bonnie Logan. Check out her photos on page 40.

As always, we also have in this issue our Sweater Girl Comics on page 46, sweater girl pin-up art, and 20 pin-ups of your favorite sweater girls.

As always, we hope you enjoy this issue!

*-Tamera Reed xoxo*

Editor, Sweater Girl Society Magazine

# Sweater Girl Society Magazine





Written By: Tammy Reed

**7**he National Sweater Girl Historical Society, which is the parent company and publisher of Sweater Girl Society Magazine, appeared in a recent documentary about sweater girls and bullet bras.

Released by Golden Age Movies late last year, "Sweater Girls: Then and now" is an 80-minute documentary that follows three modern-day young ladies, inspired by the bullet bra fashion trend of the 1950's, as they experiment with wearing bullet bras in modern day. Shot on location in Vancouver, British Columbia, the film was written and directed by Steve Cosmic, and produced by Jade North. Aside from producing the film, Jade North also stars in it as well, along with Sarah Novicki and Claudia Luna, an actress who has also appeared in *El sueño del caimán* (2001), *Chabela Querida* (2011) and *Piano Mudo* (2011).

Sweater Girl Society Magazine recently had the pleasure of interviewing the Writer & Director of "Sweater Girls: Then and now," Steve Cosmic....

**Tammy:**

*"First of all, let me thank you for taking the time to talk to me about the documentary. I appreciate it"*

**Steve:**

*"You are most welcome. And I want to thank you for your website. It was most helpful when making the movie."*

**Tammy:**

*"Before we get into discussing the documentary, can you please tell the Sweater Girl Society Magazine readers a little about yourself and your background? Where are you from originally?"*

**Steve:**

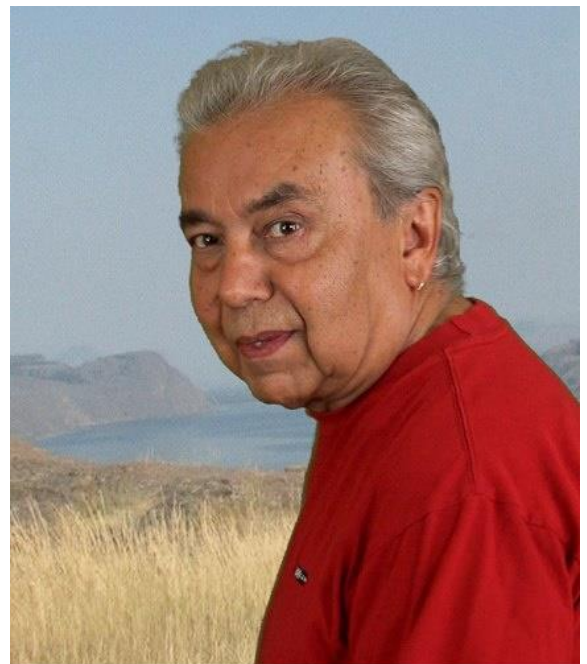
*"I was born in Vancouver Canada, But for much of my adult life I lived in small towns, working as a coastal float plane pilot, a hypnotherapist, an inventor, and a writer."*

**Tammy:**

*"How long have you been making films for?"*

**Steve:**

*"I made my first short film in 1999. It got sold for TV broadcast, which is unusual. First ever films are almost never sold."*



*"Sweater Girls: Then and Now" Writer & Director, Steve Cosmic*



**Tammy:**

*"What motivated you into becoming a filmmaker initially?"*

**Steve:**

*"I got interested in filmmaking when I worked as an extra on a big budget movie. I was paid extra to speak a few lines, which were eventually cut. But it got me hooked on the idea of working in film. Shortly after that I moved to Vancouver and took acting lessons. I saw myself being an actor at that time."*

**Tammy:**

*"Besides Sweater Girls Then and Now, tell me about some of the other films you have done."*

**Steve:**

*"My first feature film was Bikini Babes Countdown. It's about 5 girls in a bikini contest. There's elements of a beauty pageant, in that they talk, dance, demonstrate talents and so on. Some people have said it sounds like porn, but it's not porn at all. I made it in 2013, and it is still available as a rental on vimeo.com."*

**Tammy:**

*"What made you want to do a documentary on sweater girls and bullet bras? Were you an admirer of the bullet bra, sweater girls, or the look in general prior to getting involved with the documentary?"*

**Steve:**

*"I stumbled upon some sweater girl photos. Then I started searching for more and realized there was a lot of interest in the subject. I found your website then as well."*





**Tammy:**

*"When all of us here at the National Sweater Girl Historical Society heard about the release of the documentary, we all sat down and watched it together. We were all flattered to see that the National Sweater Girl Historical Society was used as a reference source, and that our Sweater Girl Society website was mentioned and shown onscreen throughout the documentary. Let me ask you, prior to doing research for the documentary, were you familiar with the National Sweater Girl Historical Society or our Sweater Girl Society website... or did you only discover us for the first time while conducting research for the documentary?"*

**Steve:**

*"I discovered your site while doing online research."*

**Tammy:**

*"We are certainly glad our resources were a help to you in researching material for the film. Let's talk about the cast. Had you ever worked with Jade, Sarah, or Claudia before... on any of your previous projects, or was this documentary the first time you ever worked with them?"*

**Steve:**

*"It was the first time I had worked with any of them. I auditioned about 15 [actresses]. I wanted a variety of body types and they fit the bill. They were fun to work with and we had lots of laughs."*



**Tammy:**

*"A big portion of the documentary shows all three actresses just walking around town while wearing their bullet bras underneath their tops. In this day and age, it's not every day that you see a woman walking down the street wearing a bullet bra, let alone three women together. While watching the documentary, it doesn't seem like you got a lot of people stopping and staring... at least not on camera. Did this surprise you? Were you expecting more of a reaction?"*

**Steve:**

*"I think there were a lot more staring who weren't on camera. While running the camera I could not actually see the people off on the sidelines. The girls mention people looking at them."*

**Tammy:**

*"Now that you have done this documentary, would you say that you are more of a fan of the bullet bra and sweater girl look now then you were before you did the documentary?"*

**Steve:**

*"I haven't changed much. As a filmmaker, I watch a lot of movies on TV, to learn from them. This includes many old movies which have actresses wearing bullet bras. Watching those old movies now, after we have made our documentary, I think about how wild it would be if our movie becomes a big hit, and really revives the look."*

**Tammy:**

*"Would you like to see bullet bras come back into style again and become part of mainstream fashion once again?"*



**Steve:**

*"Sure."*

**Tammy:**

*"As I stated earlier, we really enjoyed the documentary, and we thought Jade, Sarah and Claudia did a great job. Do you have any plans on working with any of them again on any future films?"*

**Steve:**

*"I actually asked them all that just a few days ago, and they were not interested. It seems they want to do movies with real acting instead."*

**Tammy:**

*"When not working, what do you like to do on your own time? Any hobbies or special interests that you have?"*

**Steve:**

*"I love spending time with my son and grandkids. I am interested in social science and human behavior. I have written screenplays which are character studies about human behavior. Funding is always a problem with filmmaking though."*

**Tammy:**

*"So, what is next for Steve Cosmic? Are you working on any other film projects that you would like to tell us about?"*

**Steve:**

*"I want to make a movie about Marilyn Monroe and Bettie Page. It will use the same shooting style [as the Sweater Girls Then and Now documentary]. I would like to find an investor for it, as well as some serious dramas that I want to make."*

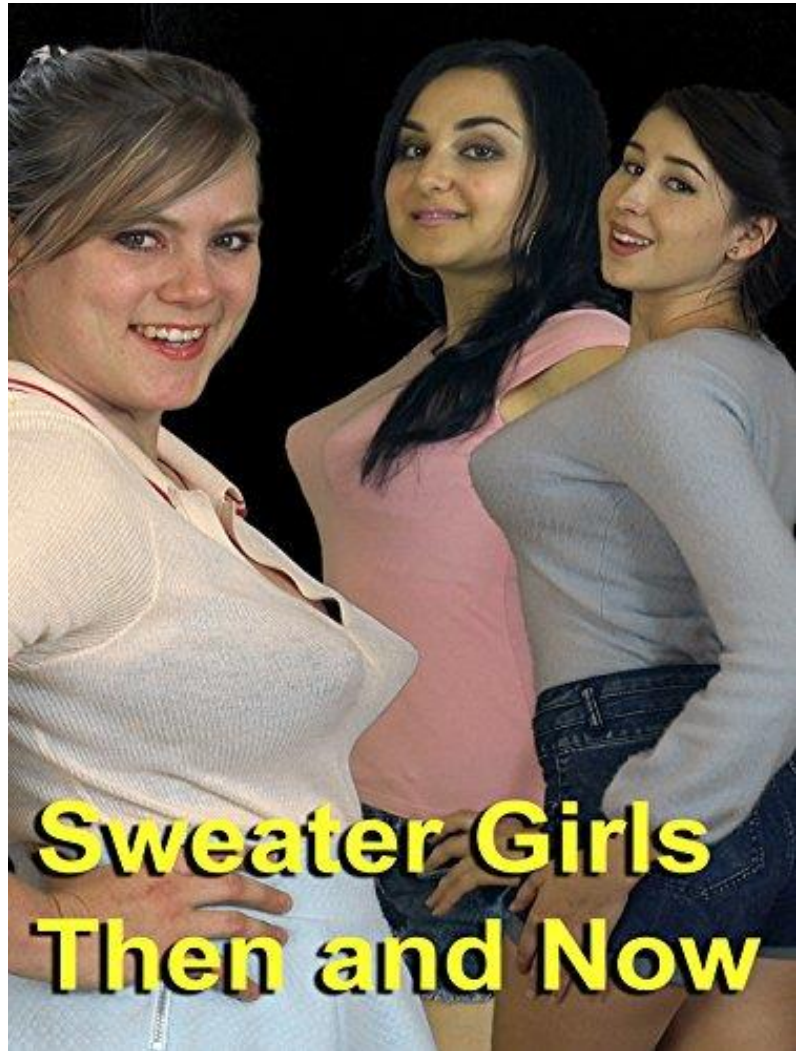
**Tammy:**

*"Once again, thank you for taking the time to talk with me. It's been a pleasure. I wish you much success with your future films."*

**Steve:**

*"Thank you, and you are most welcome. Good luck with your website and your new online magazine."*

For more information on "Sweater Girls: Then and Now" and where to see the documentary, please visit <http://www.stevecosmic.com/sweatergirls.html>.







Written By: Amy Joyner

## *Mari Blanchard* FILMOGRAPHY

- McLintock! (1963)
- Twice Told Tales (1963)
- Don't Knock the Twist (1962)
- Machete (1958)
- No Place to Land (1958)
- Jungle Heat (1957)
- She Devil (1957)
- Stagecoach to Fury (1956)
- The Cruel Tower (1956)
- Son of Sinbad (1955)
- The Crooked Web (1955)
- The Return of Jack Slade (1955)
- Destry (1954)
- Black Horse Canyon (1954)
- Rails Into Laramie (1954)
- Abbott and Costello Go to Mars (1953)
- The Veils of Bagdad (1953)
- The Brigand (1952)
- Something to Live For (1952)
- Overland Telegraph (1951)
- The Unknown Man (1951)
- Ten Tall Men (1951)
- Bannerline (1951)
- No Questions Asked (1951)
- On the Riviera (1951)

*M*ari Blanchard (April 13, 1923 – May 10, 1970) was an

American film and television actress, known foremost for her roles as a B movie femme fatale in American productions of the 1950's and early 1960's.

Born Mary E. Blanchard on April 13, 1923 in Long Beach, California, Blanchard was a polio victim at age nine. Blanchard's health eventually improved enough that she ran away from home and joined a circus in her teens. She then attended the University of Southern California, University of California, Los Angeles and Santa Barbara State College.

In the late 1940's, Blanchard became a successful print model and film extra; however, after a producer saw her in an advertisement for bubble bath, she began to have some limited success as a film actress. From 1950 to 1951, Blanchard took small roles in a number of films at MGM, RKO, and Paramount, until she was signed by Universal-International in 1952. Her first film at Universal was *Back at the Front*, followed by the 1953 romantic adventure *The Veils of Bagdad* in which she co-starred with Victor Mature. One of Blanchard's more memorable film roles, however, was her portrayal of a Venusian queen, Allura, in

the 1953 comedy *Abbott and Costello Go to Mars*. She then starred in 1954 in *Destry*, a Western with Audie Murphy, reprising a character who Marlene Dietrich had played in the story's original 1939 version, *Destry Rides Again*, but changing the character's name from "Frenchy" to "Brandy." Some other films of the 1950's in which she is featured include *Son of Sinbad* (1955), *The Cruel Tower* (1956), *Stagecoach to Fury* (1956), *She Devil* (1957), *Jungle Heat* (1957), *No Place to Land* (1958), *Machete* (1958), and *Karasu* (1959).

Following her work in film, Blanchard began to focus increasingly on performing on television, although she did appear in a few other films in the 1960's, including a small but flamboyant role as Camille in *McLintock!* (1963), directed by Andrew MacLaglen and starring John Wayne. On television, in 1955, Blanchard appeared in "Escape From Fear", an episode of the series *Climax!*. In 1959 she co-starred with Cesar Romero on the series *Rawhide* in "Incident of the Stalking Death". During the 1960-1961 television season, Blanchard appeared again on another popular Western, the NBC series *Klondike*, co-starring in the role of Kathy O'Hara with Ralph Taeger, James Coburn, and Joi Lansing. In 1962, she then guest-starred as murder victim Irene Chase in the *Perry Mason* episode "The Case of the Melancholy Marksman." In 1961, she played Countess Van Hohenstein in season 3, episode 39, "The Positive Negative", of *77 Sunset Strip*.



Retiring from film work after the release of *McLintock!* in 1963, Blanchard continued to perform on a few television series until her failing health finally forced her to end her career. Her last credited performance was in 1968, playing the part of Madame Gamar on the series *It Takes a Thief*. Diagnosed with cancer in 1963, she struggled with the disease in those final performances and during her remaining years. On May 10, 1970, she died in Woodland Hills, California; and in accordance with her wishes, her remains were cremated and scattered at sea.

Blanchard was married three times... to lawyer Reese Hale Taylor, Jr. (1960-1961); George Shepard (1965-1966); and to photographer Vincent J. Conti (1967-1970).

*Mari Blanchard*







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**Mari Blanchard**









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**Mari Blanchard**





Written By: Amy Joyner

**M**argaret Alexis Smith (June 8, 1921 – June 9, 1993) was a Canadian-born stage, film, and television actress and singer. She appeared in several major Hollywood movies in the 1940's and had a notable career on Broadway in the 1970's, winning a Tony Award in 1972.

Smith was born in Penticton, British Columbia, to Gladys Mabel Fitz-Simmons and Alexander Smith. Her family relocated to Los Angeles when she was about one year old, and her parents both became naturalized U.S. citizens in 1939.

Smith grew up in Los Angeles, attending Hollywood High School along with other future talents, including actress Nanette Fabray, who was some six months older. Smith made her professional debut performing ballet at the Hollywood Bowl. Smith was discovered in 1940 at Los Angeles City College, acting in a school production, by a Warner Brothers' talent scout.

After being discovered by a talent scout while attending college, Smith was signed to a contract by Warner Bros. Her earliest film roles were uncredited bit parts, and it took several years for her career to gain momentum. Her first credited role was in the feature film *Dive Bomber* (1941), playing the female lead opposite Errol Flynn. She



appeared with her future husband, Craig Stevens, in *Steel Against the Sky* (1941). Her appearance in *The Constant Nymph* (1943) was well received and led to bigger parts.

During the 1940s, Smith appeared alongside some of the most popular male stars of the day, including Errol Flynn in *Gentleman Jim* (1942) and *San Antonio* (1945) (in which she sang a special version of the popular ballad "Some Sunday Morning"), Fredric March in *The Adventures of Mark Twain* (1944), Humphrey Bogart in *Conflict* (1945) and *The Two Mrs. Carrolls* (1947), Cary Grant in a sanitized, fictionalized version of the life of Cole and Linda Porter in *Night and Day* (1946), and Bing Crosby in *Here Comes the Groom* (1951), her favorite role. Among Smith's other films are *Rhapsody In Blue* (1945), *Of Human Bondage* (1946), and *The Young Philadelphians* with Paul Newman (1959). She also appeared on a Dean Martin and Jerry Lewis radio (NBC) broadcast on 25 January 1952.

While Smith was under contract at Warner Bros., she met fellow actor Craig Stevens. Smith and Stevens wed in 1944. In her later years, Smith toured in several stage hits including the 1955 National company of *Plain and Fancy*, Jean Kerr's *Mary, Mary* and *Cactus Flower*, all co-starring her husband.

Smith appeared on the cover of the May 3, 1971, issue of *Time* as the result of the critical acclaim for her singing and dancing role in Hal Prince's Broadway production of Stephen Sondheim's *Follies*, which marked her long-awaited Broadway debut. In 1972, she won the Tony Award for Best Actress in a Musical for her performance.

Smith's stage career continued through the 1970's, with appearances in the 1973 all-star revival of *The Women* (1973), the short-lived re-working of William Inge's drama *Picnic*, re-titled *Summer Brave* (1975), and the ill-fated musical *Platinum* (1978), which earned Smith another Tony nomination for her performance but closed after a brief run. She starred in several regional productions of *Applause* and then toured for more than a year as the madam in *The Best Little Whorehouse in Texas*, including a seven-month run in Los Angeles.

Smith returned to the big screen with star billing at the age of 54 in *Jacqueline Susann's Once Is Not Enough* (1975) opposite Kirk Douglas, followed by *The Little Girl Who Lives Down the Lane* with Martin Sheen and Jodie Foster the following year and *Casey's Shadow* with Walter Matthau in 1978. One of her final film roles came in 1986, again with Douglas when he reunited with frequent co-star Burt Lancaster for a 1986 crime comedy, *Tough Guys*. Smith had a recurring role on the television series *Dallas* as Clayton Farlow's mentally unstable sister, Lady Jessica Montford in 1984, and again in 1990. She also starred in the short-lived 1988 series *Hothouse*, and was nominated for an Emmy Award for her guest appearance on *Cheers* in 1990.

Alexis Smith died of brain cancer in Los Angeles on June 9, 1993, the day after her 72nd birthday. She had no children; her sole survivor was her husband of 49 years, actor Craig Stevens. Smith's final film, *The Age of Innocence* (1993), was released shortly after her death. Her body was cremated, and her ashes were scattered over the Pacific Ocean.





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PIN-UP GIRL  
**Alexis Smith**



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**Alexis Smith**





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PIN-UP GIRL

**Alexis Smith**





Written By: Amy Joyner

**A**lice Denham was an American model, actress, writer/author and former adjunct professor of English at CUNY.

Denham was born in Jacksonville, Florida on January 21, 1927. She was a Phi Beta Kappa graduate of the University of North Carolina where she earned her BA in journalism in 1949. One year later in 1950 Denham would earn her degree in English Literature from the University of Rochester. Later she would become a adjunct professor of English at John Jay College--City University of New York.

Denham was Playboy magazine's Playmate of the Month for the July 1956 issue. Playboy reprinted her short story, "The Deal," in her centerfold issue, making her the first Playmate to have authored a fiction piece that appeared in her same issue.

As an actress, Denham was best known for her work in Olga's House of Shame (1964), She Should Have Stayed in Bed (1963) and Olga's Girls (1964). Denham also appeared in Warm Nights and Hot Pleasures (1964) All of Me (1963), and The Twilight Girls (1957).

Denham was a charter member of the National Organization for Women (NOW).

Denham passed away on January 27, 2016 in Manhattan, New York. She was survived by her husband, John Brady Mueller, who she had been married to since 1981.





# Sweater Girl PHOTO GALLERY



ALICE  
DEZHAM





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# Sweater Girl **[ NUDE ]** PHOTO GALLERY **Alice Denham**







# Sweater Girl **[ NUDE ]** PHOTO GALLERY

## Alice Denham





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**Alice Denham**









Written By: Amy Joyner

**L**innea Eleanor "Bunny" Yeager (March 13, 1929 – May 25, 2014) was an American photographer and pin-up model.

Yeager was born in the Pittsburgh suburb of Wilkensburg, Pennsylvania, to Raymond Conrad and Linnea (née Sherlin) Yeager on March 13, 1926. Her family moved to Florida in when she was 17. She adopted the nickname "Bunny" from Lana Turner's character Bunny Smith in the 1945 movie *Week-End at the Waldorf*. The nickname has also been attributed to her portrayal of the Easter Bunny in a high school play.

Yeager graduated from Miami Edison High School and afterwards enrolled at the Coronet Modeling School and Agency. She won numerous local beauty pageants including "Queen of Miami," "Florida Orchid Queen," "Miss Trailer Coach of Dade County," "Miss Army & Air Force," "Miss Personality of Miami Beach," "Queen of the Sports Carnival" and "Cheesecake Queen of 1951." Yeager became one of the most photographed models in Miami, where photos of Yeager appeared in over 300 newspapers and magazines.



Yeager designed and sewed many of the outfits she and her models wore, at one time boasting that she never wore the same outfit twice while modeling. She designed and produced hundreds of bikinis when the two-piece swimsuit was a new fashion item and is credited with its popularity in America. Bruno Banani, the German fashion company, has developed a line of swimwear based on Yeager's designs from the 1950s.

Yeager entered photography to save money by copying her modeling photographs, enrolling in a night class at a vocational school in 1953. Her career as a professional photographer began when a picture of Maria Stinger, taken for her first school assignment, was sold to *Eye* magazine for the cover of the March 1954 issue. She became a technically skilled photographer noted for, among other things, her early use of the fill flash technique to lighten dark shadows when shooting in bright sun. Yeager was one of the first photographers to photograph her models outdoors with natural light. Matt Schudel wrote in *The Washington Post* that her images were vivid and dynamic, going on to say, "She favored active poses and a direct gaze at the camera lens, in what could be interpreted alternately as playful innocence or pure lust."

Yeager met Bettie Page in 1954, and took most of the photographs of her that year. During their brief collaboration she took over 1,000 pictures of Page. Along with photographer Irving Klaw, Yeager played a role in helping to make Page famous, particularly with her photos in *Playboy* magazine.<sup>[3]</sup> *American Photo* magazine described Yeager's work with Page as "a body of imagery that remains some of the most memorable — and endearing — erotica on record" in a 1993 article.<sup>[11]</sup> The most famous images of Page by Yeager include the





January 1955 *Playboy* centerfold in which she kneels wearing only a Santa hat while hanging a silver ornament on a Christmas tree and a series of photographs with a pair of live cheetahs.

Yeager was a very prolific and successful pinup photographer in the 1950s and 1960s, so much so, that her work was described as ubiquitous in that era. She continued to work extensively with *Playboy* shooting eight centerfolds in addition to covers and pictorial spreads. She discovered Lisa Winters, the first Playmate of the Year. Yeager also appeared in the magazine as a model on five separate occasions. One appearance with the headline, "Queen of the Playboy Centerfolds", was photographed by Hugh Hefner.

Yeager's work was also published in mainstream magazines including *Cosmopolitan*, *Esquire*, *Pageant*,



*Redbook* and *Women's Wear Daily*. The famous still images she took of Ursula Andress emerging from the water on the beach in Jamaica for the 1962 James Bond film *Dr. No* are probably her best known bikini photographs. She discovered many notable models. In the 1970s as men's magazines became more anatomically graphic Yeager largely stopped photographing for them, saying they were somewhat "smutty" and that, "They had girls showing more than they should." In 1998 she stated, "The kind of photographs they wanted was something I wasn't prepared to do."

An exhibition titled "Beach Babes Bash" in the early 1990s at the Center for Visual Communication (at that time located in Coral Gables, Florida) featured photographs by Yeager of models from Miami on the beach from the

1950's. Another exhibit at the same gallery featuring Yeager's work was titled "Sex Sirens of the Sixties." In 1992 *Playboy* published a retrospective of her work titled "The Bettie Boom". Since 2002, Yeager's work has been exhibited in contemporary art galleries.

In early 2010, The Andy Warhol Museum held the first major museum exhibition of Yeager's work. The exhibit, "The Legendary Queen of the Pin Up", featured her self-portraits, some from her book *How I Photograph Myself* published by A.S. Barnes & Co. in 1964. "The Fabulous Bunny Yeager" an exhibit in 2011 at the Harold Golen Gallery in Miami also featuring self-portraits by Yeager was of photographs that had not been exhibited previously. Also in 2011 Helmut Schuster curated an exhibition for Art Basel at the Dezer Schauhalle in Miami titled "Bunny Yeager: Retrospective to the Future" featuring over 200 of Yeager's photos. Included were some images that had not been shown before of models including Bettie Page.

In 2012 Bunny Yeager had two exhibitions in Germany, "Funland" at Gallery Schuster Potsdam and "Femme Fatale" in December 2012 at Gallery Schuster Berlin.

The Museum of Art Fort Lauderdale held a 2013 exhibit, "Bunny Yeager: Both Sides of the Camera" featuring her photographs of herself, Page, and model Paz de la Huerta. The exhibit also included some of Yeager's first new pictures in twenty years. Yeager had a show at the Sofia Vault in Sofia, Bulgaria in October 2013. The Gavlak Gallery in Palm Beach, Florida put on an exhibit, "Bunny Yeager: Selections from *How I Photograph Myself*" in 2014. The Sin City Gallery in Las Vegas held a posthumous exhibit, "Bunny's Bombshells", from June 5 to July 20 2014.

She had her own studio in the Wynwood Art District of Miami, part of the Center for Visual Communication. There is a "Bunny Yeager Lounge" in Berlin which is open to the public and shows photos, memorabilia and movies. Yeager was also founding editor and publisher of a trade magazine for entertainment professionals, *Florida Stage & Screen*. As of 1998 her 24 books had sold over 1 million copies.

Bunny Yeager was married twice, first to Arthur Irwin who died in 1977 and then to Harry Schaefer who died in 2000. She had two daughters, Lisa and Cherilu. Yeager died on May 25, 2014 of congestive heart failure at age 85 in North Miami, Florida. Yeager's obituary in *The Miami Herald* called her "one of the country's most famous and influential photographers." She has been cited as influencing many artists and photographers including Diane Arbus, Cindy Sherman and Yasumasa Morimura. Arbus called her, "the world's greatest pinup photographer." In *The New York Times*, Margalit Fox wrote, "She is widely credited with helping turn the erotic pinup — long a murky enterprise in every sense of the word — into high photographic art." Her obituary in *The Independent* titled, "Bunny Yeager: Pin-up who moved behind the camera to take influential, iconic shots of Bettie Page and Ursula Andress" called her photographic technique pioneering and influential. *The Washington Post* reported she "helped define [the] art of erotic photography."

Yeager is credited with helping to popularize the bikini in America. The inspiration for the term "cheesecake" in reference to scantily clad women has been attributed to Yeager. Her books, including *Photographing the Female Figure* which sold over 300,000 copies, have influenced several generations of photographers.





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**Bunny Yeager**



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*Al Moore*

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Elvira

Sweater Girl Society  
Magazine  
Pin-Up Art





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BOZIE







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# Sweater Girl COMICS



A cop is patrolling the freeway when he sees a blonde speed pass him, knitting a sweater while she is driving. Confused, the cop chases after her, pulls up beside her and yells... "pullover, pullover!" The blond looks over at the cop and yells back... "No, it's a cardigan!"



"I say, I say, I say. Did you know it takes a dozen sheep to make a sweater?"

"Really!? I didn't know sheep could knit!"



A SLIP-OVER SWEATER SHOWS OFF A GIRL'S GOOD POINTS, - BUT ALL THE BOYS WANT TO PULL THE WOOL OVER YOUR EYES.



A blonde goes into a laundry mat and asks to have her sweater cleaned. The laundromat attendant doesn't hear her correctly and says, "come again?" The blonde blushes slightly and giggles, "oh, no it's just mustard this time."





*I dreamed I went to a masquerade*

*Surrender Dorothy*

*in my maidenform<sup>®</sup> bra*

**COSTUME BY JOHN FREDERICKS    JEWELS BY TRIFARI**

MADE IN U.S. PAT. OFF. © 1954 MAIDENFORM BRADSHIRE CO., INC.

The dream of a bra: Maidenform's Chansonette in fine white cotton broadcloth, acetate satin, or nylon taffeta... from \$2.00. There is a *maidenform* for every type of figure.\*





*I dreamed I took the cue in my maidenform bra*

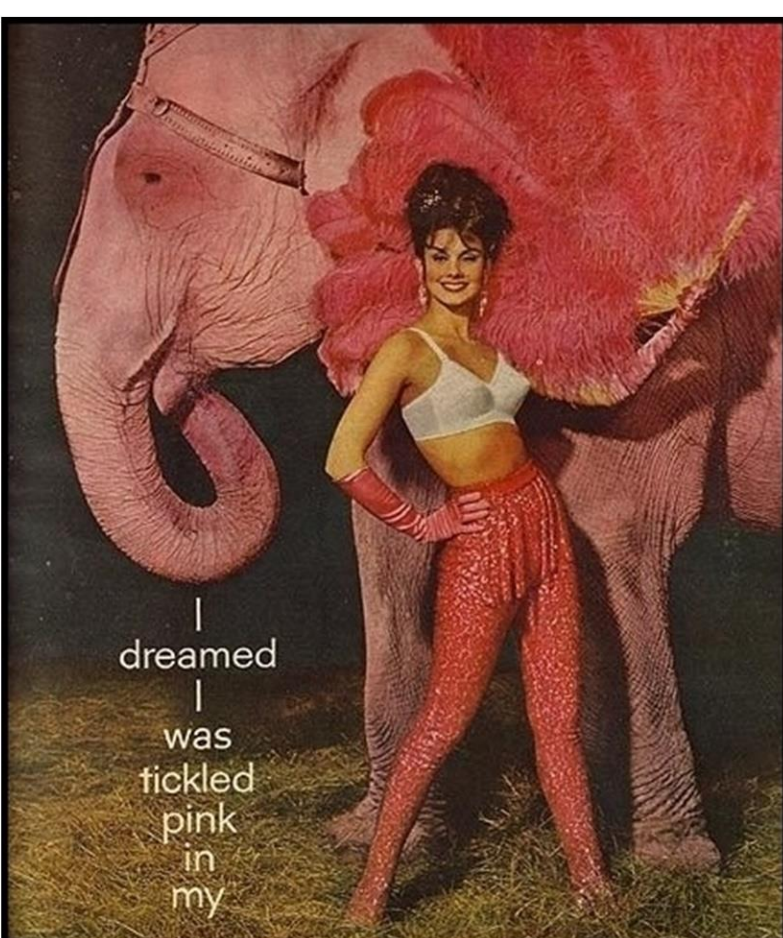
**CHANSOINETTE** shapes and supports your figure naturally

Special stitching in the cups is what does it. Firming circles give you extra support and uplift—spoke-stitching fully accentuates your curves. Below the cups, a snug 'uplift' band holds the bra securely, comfortably, all day. Elastic insert 'breathes' whenever you do! Take the cue—wear Chansonette! White or black all-cotton broadcloth—A, B, C cups. Also available in "Dacron" polyester & cotton, 2.50; Lace, 3.50; all-elastic back, 3.00; Contour, 3.00; Full-Length, 3.50.

2.00



MADE IN U.S.A. PAT. OFF. © 1962 BY MAIDENFORM, INC., MAKERS OF BRA, GIRDLE, SHIRTWAIST



I  
dreamed  
I  
was  
tickled  
pink  
in  
my

*maidenform bra*

SCROLL...newest Maidenform bra...with hug-and-hold

under the cups to keep the bra in place (can't ride up)! Two stunning Scroll styles: broadcloth back (shown), 2.50; "Vyrene" spandex (non-rubber) elastic back with reinforced undercups, 3.95. Center elastic: Acetate, Cotton, "Vyrene" Spandex.

\*PAT. U.S. PAT. OFF. © 1962 BY MAIDENFORM, INC., MAKERS OF BRA, GIRDLE, SHIRTWAIST



**BESTFORM**

*young outlook*

*young outline*

... when you wear this firm, feminine Bestform bra, styled in shining satin. It molds and holds a perfect bra line. Satin band bottom for greater uplift.

■ Style 6192. A and B-cups sizes 32 to 40. White and pink.

\$1.50

*no finer fit  
at any price*

**YOU CAN BE A  
SWEATER GIRL!**

Don't envy other women. Don't be embarrassed because of a flat or sagging bust line...

Yes, YOU can be a Sweater Girl. Bring out those romantic curves that will make your bust line your beauty line. Arouse envy, admiration and approval.

Jan of Hollywood has helped many women develop beautiful breasts. He has been so successful, and the demand for his course has been so great, that he has developed it for you to use in the privacy of your home.

There is nothing internal to take. Not a bust cream, nothing else to buy. Three dollars will bring you the entire course. Complete satisfaction is guaranteed or your money promptly refunded.

Send today for this special offer. Cash with order, we pay postage. Remember, the complete course only \$3.00.

**JAN OF HOLLYWOOD**

P. O. Box 2789, Dept. M-8, Hollywood 28, Calif.



Your figure defined in fashion's terms by...

See the beautiful difference on you... when you choose the right bra for every outfit. See how each dress fits and flatters the way the designer intended. Shown here, just 3 of Formfit's beautifying designs... styled with Formfit's distinctive touch... for Playtime, Gypsytime, Daytime. But not for yourself... be tried for new head-turning beauty at your favorite store.

Formfit



"Lingerie" No. 202 - The Bra with 2222 bands. Each one custom-shaped with extra-wide bands. So fitting you, it's a perfect fit. B. C. High Neck. No. 202. 202A to 202C. White or Black colors. \$1.00 and \$1.50.

Real pins to your wardrobe with "Bustier" No. 202. A bustier-shaped undergarment and undergarment. Beautifully embroidered fabric. (also available with sheer lining "Hydrobust" No. 202. \$1.00 and \$1.50).



Life  
by  
Formfit

NATURAL SUPPORT FROM THE GOES  
For a new, young look, choose the bra with brand-new beautifying lines. "Sweet" No. 202. Beautiful lace-trimmed undergarment and the side of the cup to support and lift. Extra-wide elastic band. Available in sizes 20A to 20C. \$1.00.

THE FORMFIT COMPANY • CHICAGO • NEW YORK • CANADIAN PLANT, TORONTO



SOSTENES Estética Modelo. 202



I dreamed I walked a tightrope  
in my *maidenform* bra

Sweet Music®...new Maidenform bra...has fitted elastic band under the cups for easy breathing



For fit, for comfort,  
for a Sweetheart of a figure



THE FORMFIT COMPANY • CHICAGO • NEW YORK



# LARGE • MEDIUM • SMALL BUSTS

Correct and Flatter Your Individual Bust Problems INSTANTLY! on 10-Day Trial Offer!

## LARGE BUST

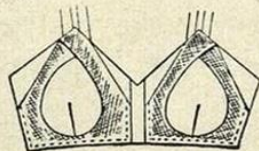
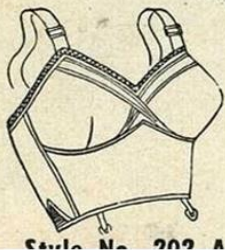
Style  
No. 101  
Longline  
Built-up  
Shoulder  
only  
\$2.98



SIZES  
34  
to  
52

Colors:  
Nude  
White  
Black

Secret  
Inside  
Control



Special patent pend.  
bust molding fea-  
ture on inside of all  
"Yuth-Bust" styles.

Instantly flat-  
ters, accentu-  
ates average  
size bust, gives  
firm uplift.

## MEDIUM BUST

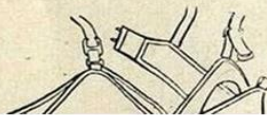
SIZES  
32 to 42

Colors:  
Nude  
White  
Blue  
Black

Style  
No.  
505  
only  
\$2.49



Inner Bra  
Bust Beautifier



## SMALL BUST

SIZES  
28 to 38  
NO PADS!

No  
artificial  
bust  
buildup  
needed!

Colors:  
Nude  
White  
Blue  
Black

Style  
No. 222  
only  
\$2.49



This special patent  
pending bust mold-  
ing feature on in-  
side of bra lifts,  
supports and cups your busts,  
no matter whether they are  
small, flat or sagging, into

Profile View of  
Hidden Feature in  
Bra shown here



Perma-lift's No. 142. Comfortable  
Bustier—perfect for sportswear, in nylon or satin,  
\$3—no nylon, \$2.50.

Perma-lift's No. 82. Lovely nylon  
Bustier—the ideal invisible bra, \$3—in cotton,  
\$2—in nylon, \$2.50.

Perma-lift's No. 94. Flattering Strapped  
Cap Long-line Bra—specially designed  
for fullness with and without, \$3.95—in nylon  
style in nylon or broadcloth, \$4.

Perma-lift's No. 145. Wonderful new  
cotton Strapped Cap Bra—specially created for  
low neckline dresses and blouses, \$3. Regular  
cotton Strapped Cap in nylon, \$4—  
satin, \$3.50—in cotton, \$3.

Perma-lift's No. 70. Beautiful broadcloth  
Bustier—most practical for all daytime wear, \$2.50  
—no nylon, \$3.

Perma-lift's No. 88. Perfect Wired  
Strapped Bra—flatteringly fashioned, with nylon  
mercurized underbust cup, for formal and  
off-the-shoulder dresses, \$3—in Strapped Cap nylon,  
\$7.50—in strapless, \$3 and \$4.



# LOOK FOR THE MAGIC INSET-

in every Perma-lift Brassiere with "The Lift that never lets you down"

Your flattering, dainty "Perma-lift" Bra guarantees a lovely figure with comfort. There's a style that's just perfect for you—and in every "Perma-lift" Bra, the Magic Insets are your assurance of lasting uplift and comfort found in no other brassiere. Your favorite corsetiere will be happy to fit you in a "Perma-lift" Bra. Please see her soon or write for name of nearest dealer.

\*Perma-lift®—A trademark of A. Smith & Company • Chicago—New York—Los Angeles—Reg. U. S. Pat. Off.

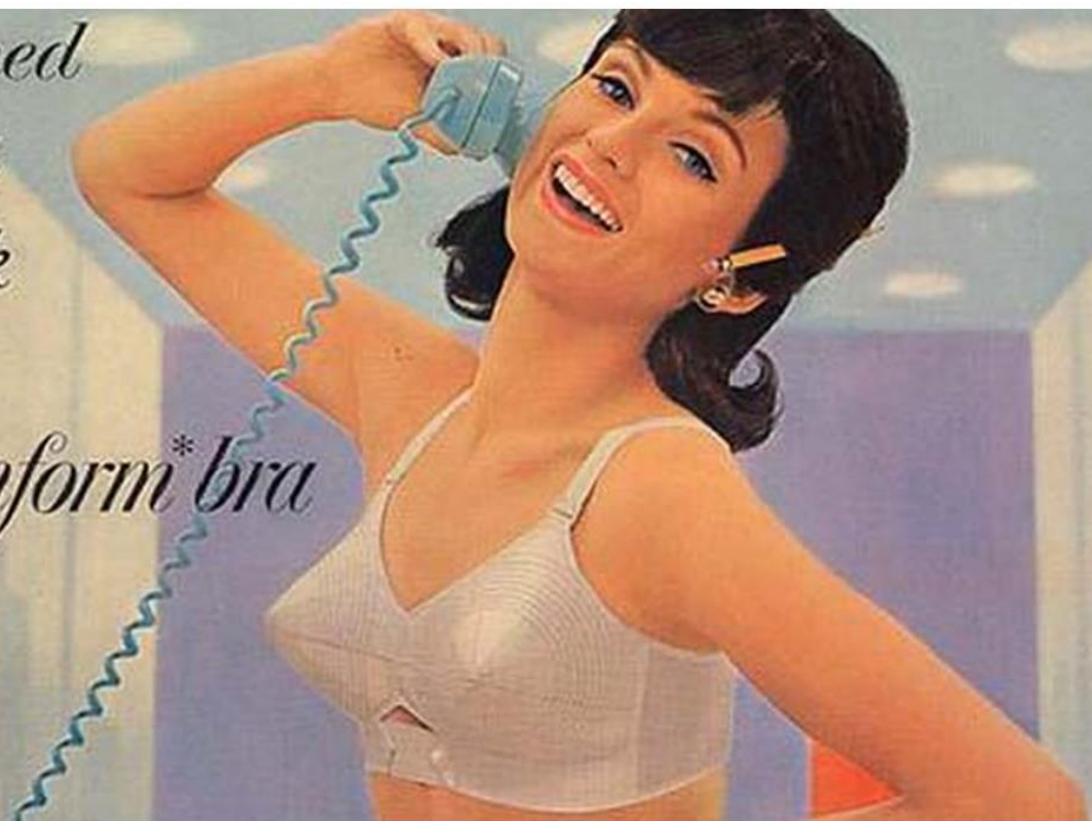


Try a "Perma-lift" Brassiere and enjoy these marvelous advantages—

1. The Magic Insets outlast the life of the bra, no matter how often you wash it and wear it. The superb lasting uplift assures you of a youthful bustline.
2. Your "Perma-lift" Bra is comfortable, custom-designed to be worn low in the back, and it can't ride up.
3. The Magic Insets support the breasts from below, eliminate uncomfortable shoulder strap strain.



*I dreamed  
I went  
to work  
in my  
maidenform\*bra*



*For a Sweetheart of a Figure*



*Perma-lift*  
BIG G. L. PAY OFF  
BRASSIERES

THE LIFT THAT NEVER LETS YOU DOWN









## PETER PAN

Lo and behold, here's the beauty bra for flattering curves... designed for every neckline. • **MIRACLE SEPARATOR\*** gives you perfect separation, uplift, control—always, all-ways. Glorious comfort... it breathes with you! • Be alluring—softly feminine! The secret's in the circular stitching and fagotted seams of the **NEW MERRY-GO-ROUND CUP**. Pre-tested shrinkage control—FIT AND LIFT won't wash out.

only Peter Pan makes Merry-Go-Round

in popular styles,  
for every fashion,  
for every figure,  
from \$1.50 to \$5.00

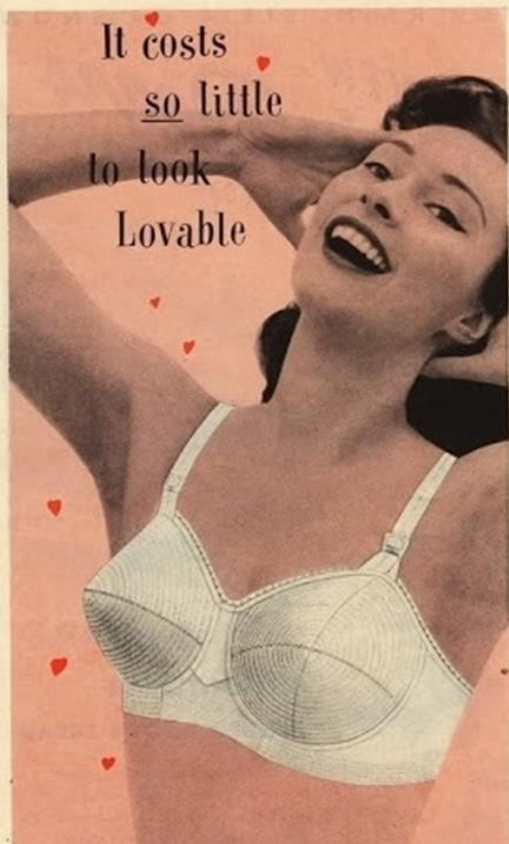


Want natural curves? Write for **FREE** booklet,  
"Your New Guide to Bustline Beauty." Dept. L-3

Peter Pan Foundations, Inc. • 312 Fifth Ave., N.Y. 1

\*PATENT PENDING

It costs  
so little  
to look  
Lovable



New Ringlet Bra does so much for you... costs only \$1.50. Here it is... the fit you love in the bra that makes you look Lovable!

A single-needle makes the difference in RINGLET... shaping, firming, molding pretty curves, sewing in fit that won't wear out, won't wash out. It's a prize at a little price! Other Lovable bras from \$1. Also in Canada.



Look for the heart... for the Lovable Look

The Lovable Brassiere Co., Dept. TF-10, 100 Madison Ave., New York 16

111

THE LOVABLE GIRL-OF-THE-MONTH

Printed from life  
by famous  
illustrator  
Paul Rader



only \$1.50

...loves her  
Ringlet Bra by



YES... a single needle makes the difference. Round 'n round it goes, shaping as it sews, creating a bra that lifts, rounds, firms oh-so-beautifully. And the fit won't ever wash out! Ask for Lovable RINGLET in satin, nylon or cotton...

only \$1.50 everywhere. Also in Canada.  
sallyedelsteincollage.com  
Any way you figure... it's LOVABLE



**GIRLS—WIN THE TIME OF YOUR LIFE!** Enter Lovable GIRL-OF-THE-MONTH Contest! See our April PHOTOPLAY ad (now on newsstands) for details, or write Lovable. Prizes include appearances on *Lanny Ross* show, famous singer heard weekdays on Mutual Broadcasting System, and on *Milo Boulton's "Domestically Yours"* TV show, daily on WJZ-TV, N.Y. Contest closes April 15—HURRY! Names of winners available from Lovable on request.

The Lovable Brassiere Co., Dept. GH-4, 100 Madison Ave., New York 16, N.Y.

## Stardust...

the  
bra  
with  
ooh! la! la!



## Vintage Bullet Bras

Four (4) Styles!

Completely Flexible: No Prims Used  
Can Be Worn Under Clothing

Satin, Embroidered,  
Vinyl, and Textured

Color Changeable



Copy Modify  
248 L



Satin

Vinyl

Satin

Textured

Embroidered

Satin



# *The Sweater Girl* *Society* HAL OF FAME



*Jayne Mansfield*



*Betty Brosmer*



*Jane Russell*



*Sabrina*



*Lana Turner*



*Diana Dors*


*Ava Gardner*

# January 6, 2019



# The Sweater Girl Society

[www.sweatergirlsociety.yolasite.com](http://www.sweatergirlsociety.yolasite.com)



They were icons!  
They were America's sweethearts.  
They were sex symbols.  
They were...

## Sweater Girls

Sweater Girl Society  
Magazine

